THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Football Referee Whistles are ripe

in the Valley of the Moon

And the rains came! Nice gentle rain, late at night September 17, with a little bit more the next day. There was scattered lightning and thunder, too, but that was about 4 a.m. and not everybody knew about it. Total precipitation was only a fraction of an inch, but it cleared the air, washed the dust off growing things, and in a way prepared everybody for the rainy season, now not too far away. We can all hope it tones down a little as compared with last year's near-record rainfall.

Many Springsites can feel no change after their vacation—not even a nickel. VALLEY WATCH REPAIR, Boyes. Open house Sept. 24! SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Murgatroyd, the Lions club's white elephant (actually a 280 pound hog) has been traded for a 25 pound little pig (shoat), which will be tended to and treated real nicely so it can become a big pig and serve as the piece de resistance for a huge Lions barbecue. Bill Flynn at Top o' th World ranch is retaining the rather pugnacious Murgatroyd.

MRS. KAY solves problems of love and marriage, business, careers. Reasonable charge. Across from Woodleaf, Peluffo Bldg., Boyes. BROADWAY CAFE, Sonoma. Pop and Mom Medros will welcome you. Friendly, convenient. Take-out license, too. Drop in.

Little ol' Harry remains unconvinced that Alger Hiss was guilty of anything, that there was any subversion in his administration; that all the communistic leanings uncovered were "red herrings." The

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rather naive and banty-rooster Harry keeps "giving 'em hell," but we're sure along with just about everybody else that he's all washed up as a factor in the political wars. Betcha little Adlai wishes Harry would stay home and keep his big mouth shut.

TODD CONSTRUCTION - ESTIMATING SERVICE. Surveying. Subdivisions. 13340 Sonoma Hwy., Boyes. Greengrass Bldg.

RAY'S WRECKING YARD, 1216 MacArthur Blvd., Sonoma. Bring your wrecks to us. Come here for repair parts, all makes.

Carl and Sybil Amante's new Town House Supper club in Glen Ellen seems to have gone over in a big way. The place has a big play, especially Saturdays and Sundays, and actually is a "plush" establishment which also pleases the public with wonderful cuisine, sumptuous surroundings, plus excellent drinkables and first class entertainment. The Valley need not take a back seat any more in favor of the highly publicized spots in the county seat or even down by the bay.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

HOOKER OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

The new phone books are out, listing many more phones than any previous book. But the phone company (maybe it's the outfit which has the phone book concession) seems to lag behind the times or perhaps we should say, behind the wishes of its patrons.

The directory combines Sonoma, Mendocino and Lake county in the one big book, not taking account of the fact that there are enough phones in this county alone to justify a book of its own. Who wants to pick up a great big phone book that has names and numbers from the Lord knows where, when all they want is their own county.

And the compilers could do a real service by separating the Sonoma numbers from the rest of the Valley. We're bigger'n they are, and we just plain aren't one big community but two separate and distinct towns.

A further public service would be to have holes drilled in the left-hand upper corner of each book, so a cord might be installed for the purpose of hanging the directory at the end of a desk or table or whatnot. Hasn't the company any workaday perception?

BANCROFT NURSERY, Sonoma. Cut flowers, potted plants. Specializing in bouquets for weddings, hospitals, funerals, corsages.

ESPOSTI'S LUNCH ROOM, Hiway 12 in Fetters. Sandwiches. Super Deluxe Hamburgers. Fountain specialties. Out of the ordinary!

So now there's something like another political party, though it hasn't yet so declared itself. But we could go for it, we think. In a convention in Memphis the other day, there was a "declaration"

which among other things denounced as unconstitutional the income tax (which it is); declared for a stoppage of all foreign aid; and there was a denunciation of the federal encroachment in about every field on functions and activities that can be done better by private enterprise or individual states.

The new group won't get anywhere this year as a political force, but it just could become a gathering place for everyone who believes the two dominant parties today are very much alike. And of course they are.

When the boys come out in the open and really become a party they might well easily and early become a factor in American politics.

SONOMA GOLF & COUNTRY CLUB. Superb food and drinks, with exquisite surroundings. Try our Clown Room after golfing.

FIELDS' AUTO REPAIRS, next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.

Actually cheated some good doctor out of a fee last week. Had a "crick" in the back which didn't go away after a coupla days as it usually has. After about a week of actually painful conditions we were about ready to say "That's enough" and go to a doctor for help.

But Sunday over at the food market we saw a bottle of a well known linament staring us in the face, and bought it. Put some on the aching back, and in five minutes the whole area felt better. Continued use has brought about if not a cure at least substantial relief.

Come and see Ol' Doc Little next time you have a pain or an ache!

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

EL DORADO HOTEL, Sonoma. Club dinners and banquets. Authentic Italian food, seafood, splendid menu. Cocktails.

A state police officer recently stopped a lady driver, says the Sebewaing Blade (Mich.) for exceeding—by far—the state speed limit.

As he began to write up the ticket, she started to sob. He wrote more and she burst out crying. Finally, tearfully, she screamed at him, "It's not my fault that I was going too fast. It's not my fault!"

The officer asked, "Weren't you driving?"

"Certainly I was driving," she shouted back, "but I've just been to the eye doctor's office, and he put drops in my eyes, and I can't even see the speedometer, so how was I to know that I was going too fast?"

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

And Moonbeams does have a problem. We've got just about all the ads that can be comfortably accommodated in a paper this size. With just a little added effort we could get twice as many. But about then we'd have to start working harder, and it's very much against our religion to do that. So what to do?

Think we'd better start using a waiting list: Take no more ads unless somebody or other drops out. What do you think?

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.

WOODLEAF MARKET, Boyes, for lowest prices in the Valley. Fast, efficient service, and quality products are stocked in quantity.

Now come the New York Giants to the Mission Inn. They come in this weekend for a week of rest, relaxation and good food, along with some practicing, in preparation for their game with the 49ers the following Sunday.

They tell us there's to be some improving in the practice field and general surroundings before long, figuring more teams, including some of the college outfits, may learn of the advantages of training in the Hot Springs area.

Maybe it's our mineral water, or climate, but anyway something seems to make the teams which stop here much tougher when they get into competition.

OUR RESORT, El Verano. Stein Club meets here. A friendly tavern. Draft beer. Mixed drinks. A good place to know.

SONOMA MISSION INN, Boyes. Known nationwide as a standout hostelry, where good food, drinks and service are superb.

You read frequently of some auto driver whose car goes "out of control" and there's a crash and somebody gets hurt or gets all dead. But that getting "out of control" to us means the driver was going too fast—speeding is the accepted term. If you take a corner or loose gravel at a safe speed your car isn't going out of control. And it isn't only the youngsters who suffer from excess speed; many an older driver also drives too fast.

What do they all do with the time they save? In most cases, nothing. Driving even to Santa Rosa, we frequently have cars pass us going like 'ell. Then we catch up with them after nearing the city, and they haven't gained a thing. Maybe they should let off steam by finding a nice little roller coaster. There's speed there.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971

Prescription Specialists Veterinary Supplies

And we have a birthday coming up, October 8. Those who claim we'll be 68 just because our birth date is listed as 1888 will get a battle from us, because we're going along with Jack Benny. About 48 we'd accept.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-3971.

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

We're a little concerned about Adlai's health. The poor man has had two operations (kidney stones) in the last four years, little publicized it's true, but they happened. He must observe a strict diet—no milk or anything with milk used in it. And if something serious should happen to Adlai (if elected) we'd be left with poor old Estes. What a catastrophe that would be. He does look like a president should, but that's about all.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

BOYES SPRINGS BATHHOUSE. Hot and cold pools. Mineral baths. Cocktails. Skating. Picnicking. Tourists' paradise.

So we've gotta choose from:

Little Adlai: A mediocre governor of Illinois, who has l'arnin' and not much else. A wise-cracking orator, who's doing a fine job of smearing, which with his cultural background we weren't exactly expecting.

Little Estes: A rather charming individual in many ways, with a southern drawl, his homey, folksy approach in his hand-shaking campaigning. He's a smart cookie, nevertheless, an astute politician, and not to be passed up merely as a country bumpkin. His attitude on many issues, however, never publicized, leave much to be desired.

Then Nixon: Some people hereabouts don't like him, but it can't be because of anything he's done, 'cause it's all been good. Probably it's his personality. We don't always like everyone. But he's a real campaigner, just now getting under way. Watch out for him. He's dynamite.

And Ike: Greatest man the nation has ever had as president, and that doesn't bar a single one of his many predecessors. As Nixon said Tuesday: "One good term deserves another" or something like that.

It'll all be decided in just about seven weeks!

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

Most always we think of fortune tellers as gypsies. But they aren't always, and now we have Mrs. Kay in town—not exactly telling fortunes but rather giving advice and counsel based on many years of study. She's a cultured English gentlewoman, a person you'd be well pleased to have as a guest in your home. Her establishment is in the Peluffo block, Boyes, in quarters formerly occupied by Dr. Charles Allen.

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

Had a card from an old-time friend, Boyd Truesdale, who now operates a motel in Denver and whom we haven't seen since about 1908. He then was the star and leading man of the Truesdale Stock company, a 14-person aggregation which played dramas in small towns in the middle west. We were the piano player with the outfit. Sometimes fleetingly wish we had stayed with the profession, for they were planning to "break us in" as an actor the summer we left the show.

Boyd asked us howinell we acquired the title of "Colonel." Natural question. Maybe you've wondered too.

Back in the midwest every auctioneer automatically used the title of Colonel. We like to think we look a little like an auctioneer. So when a move to California was indicated, we decided we could be a colonel as well as the next one, started promoting it back in Michigan and stated we'd be known as Colonel in California.

So it happened. Assumed and promoted the title, and it is in common use today. Like it. Tell 'em sometimes we are a "colonel in the Michigan navy, retired." Other times it's a "colonel in the Confederate air force," which is more authentic 'cause we've got a properly signed commission that verifies that title.

Just this week we acquired a new title: Deputy marshall of Point Arena, tendered us by the astute and beloved "character" Bill Sandlin who has recently become marshall of that city and who intends to launch a weekly newspaper in the coast community.

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. THE INSKEEPS.

B L LAUNDROMAT, Fetters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

You've a real poison peril in your home, says an expert. Throat lozenges, shoe polish, bleach, detergents, depilatories, furniture polish, suntan lotion, and the fluid found in Christmas tree lights—they can all be killers.

If you have these products in accessible places around your home, you could be an accessory in poisoning of your children. So guard them well, keep them away from children, and be mighty cautious on your own account.

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. Varied menus—all good. Cocktails. Always the very best.

RUBBER STAMPS made to order. CARL O. DRESEL, 442 Bettencourt St., Sonoma. Call WEbster 8-4160.

DENNY'S COG CLUB, Boyes. Congenial gathering place for sportsmen and all real people. Wonderful drinkables.

Are newspaper ads valuable—to you and to the advertiser? The American Bankers magazine, a publication which represents a traditionally hard-boiled profession, recently said:

"No businessman or woman in any town should allow a newspaper to go to press without his or her name and bnsieess being mentioned in its columns. This does not mean you should have a whole, half, or even a quarter page adv. in each issue of the paper, but your name and address should be mentioned if you do not use more than a two-line space.

"A stranger picking up a newspaper should be able to tell what business is represented in a town. . . . It's the best possible town advertiser. The man or woman who does not advertise does an injustice to himself or herself and definitely to the town."

The TOWN HOUSE SUPPER CLUB, Glen Ellen. Finest in North California. Excellent food. Cocktails. Entertainment nightly.

RUSTIC INN, Glen Ellen. Authentic old-time western atmosphere, but modern know-how when it comes to tasty beverages.

EVERYTHING FOR SCHOOL. Levis. Tennis Shoes. Work clothing for the adults. Complete stocks. BOYES VARIETY STORE.

Here's a handy way to remove stains in the bottom of a tall, slender vase. Soak some tea leaves in vinegar, then drop the moistened leaves into the vase. Shake until the stains have disappeared, then wash and rinse the vase as usual.

BOYES SPRINGS FOOD CENTER. One-stop Market, conveniently arranged for fast get-through. Vegetable and fruit specialists.

JIM'S FINE MEATS, at Food Center, Boyes. New management, but the same high quality meats. Cut as you want it. Try us!

MENDEL'S CAFE, Boyes Plaza. Home of pizzas. New ownership. Best steaks in town, too. Cocktail bar. Variety in food and drinks.

LITTLE SWITZERLAND, El Verano. A Saturday night and Sunday afternoon "must" especially when you have visitors. Real Swiss.

DRIVER'S TEST, VERY SPECIAL

Here's a special "Driver's Test" for youngsters who want to take out the family car (From Town Journal.) Proposed by a New York state editor, it has 10 points:

"1. Has the lawn been mowed? 2. Where you going? 3. Who you going with? 4. Do you have your money for gas? 5. Do you know how to fix a flat tire? 6. Have you washed the car this week? 7. Have you waxed the car this month? 8. Is your home work done? 9. Are your shoes shined, your nails clean and do you have a handkerchief? 10. Is this trip necessary?"

Pretty clever, don't you think? But it doesn't solve the problem any better than does the one-point questionnaire we propose for our editor friend (or for parents). It reads as follows: "Were you ever a teen-ager who wanted to take out the car?"

Moonbeams also has a point: 'Sposin' you were a kid at the time when there weren't any cars, when you used a street car (in the cities) or borrowed or rented a horse-and-buggy rig in the smaller towns? Then there really were problems!

FIRESIDE LODGE, Hwy. 12 west of Sonoma. Barbecued chicken, steaks, ribs. New management. Friendly, homelike. Drinkables.

BATH HOUSE BARBER SHOP, open daily except Monday. Fast, efficient work, modern shop. Bob Narcisi your operator. Drop in.

THE GARDENERS' CORNER: (We swipe all this kind of stuff!)

Camellias and roses, pride of many gardeners in this region, need added irrigation now.

The camellias will set larger, more abundant flower buds, and the roses will reward you with larger crops of blooms. Roses, too, respond to a feeding of well balanced fertilizer at the base of each plant.

Spring-flowering bulks already are on sale. Now is the time to plant Dutch iris, daffodil, hyacinth, tulip and lily. After planting the bulbs, the beds can be kept attractive by covering them with early blooming annuals, whose flowers will finish blooming before the bulbs attain much growth.

Several types of cool weather vegetable plants should be set out now. These include brussels sprouts, cabbage, lettuce, beets, carrots, parsley, spinach and radish.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

SONOMA FURNITURE MART, Broadway. Varied stock. We'll take your old furniture in trade. Upholstering, too.

THE CHICKEN HOUSE (formerly Lew's). Hiway 12, Boyes. Open 5 a. m. to 10 u. m. Best fried chicken and steaks in town. Try us.

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